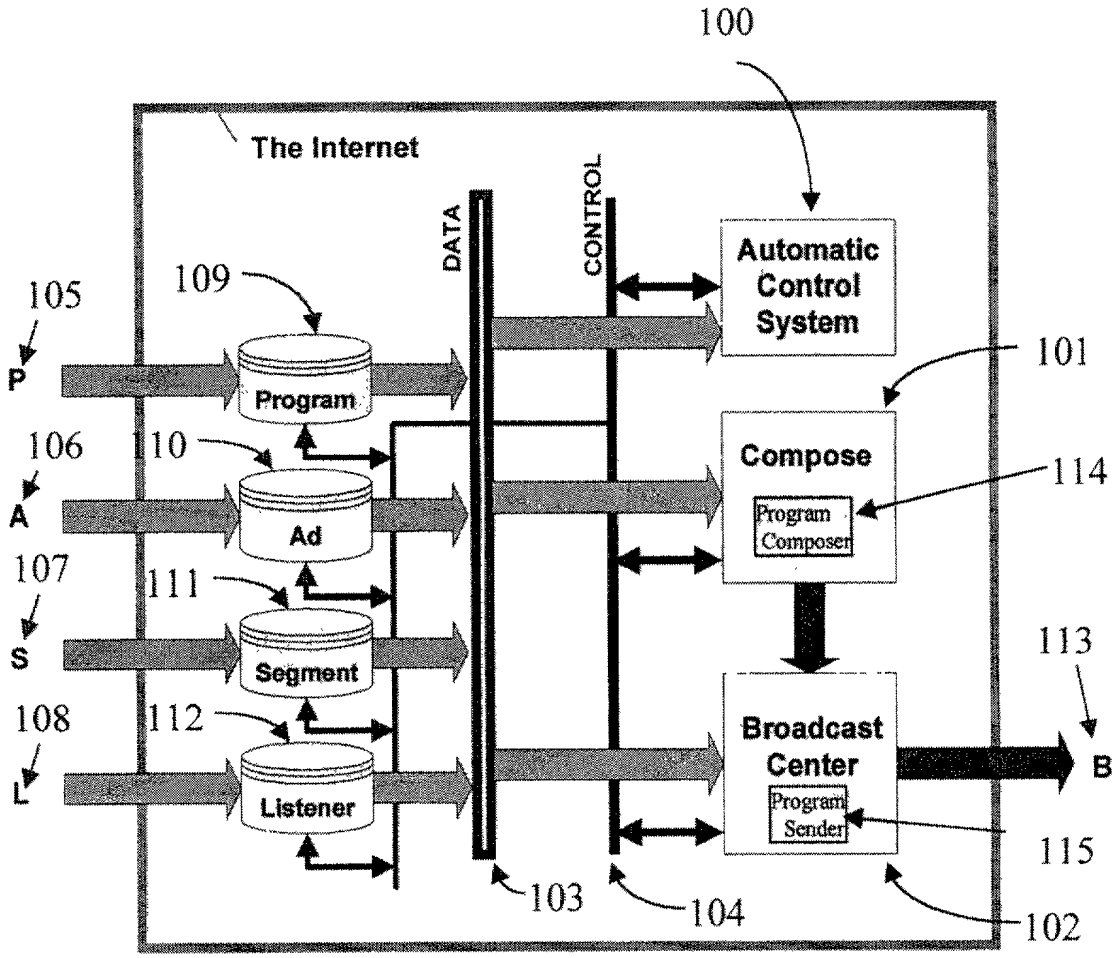
100
The Internet
DATA
CONTROL
Automatic Control System
105
P
109
Program
101
Compose
106
A
110
Ad
Program Composer
114
107
S
111
Segment
113
Broadcast Center
108
L
112
Listener
Program Sender
B
115
103
104
102

Figure 1

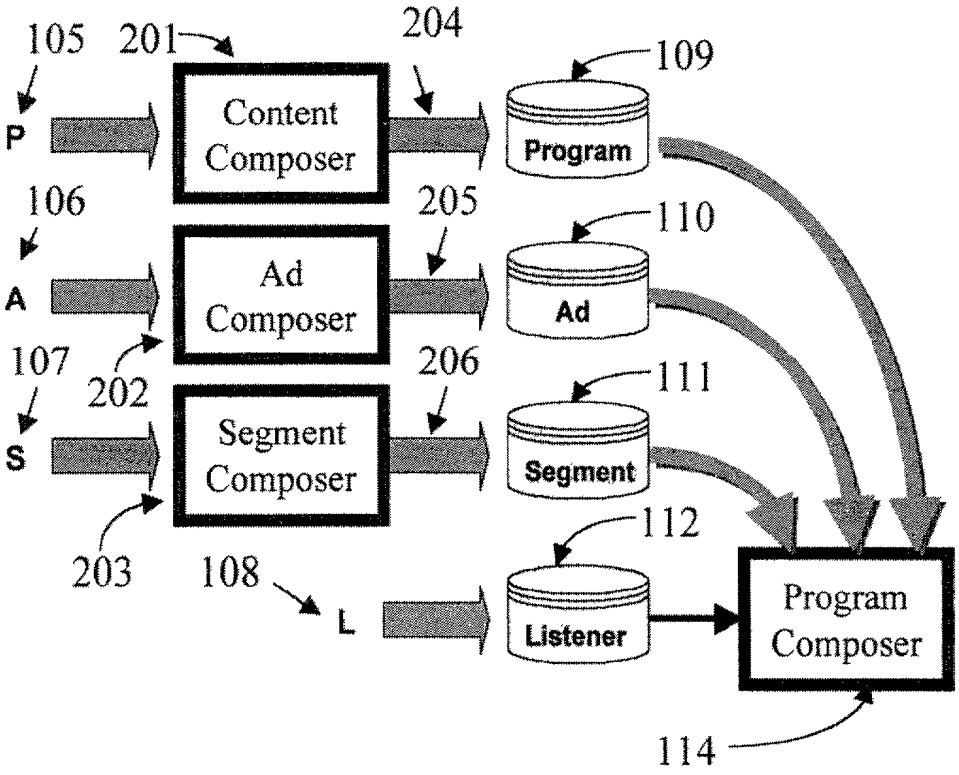
105
201
204
109
P
Content Composer
Program
106
205
110
A
Ad Composer
Ad
107
202
206
111
S
Segment Composer
Segment
112
203
108
L
Listener
Program Composer
114

Figure 2

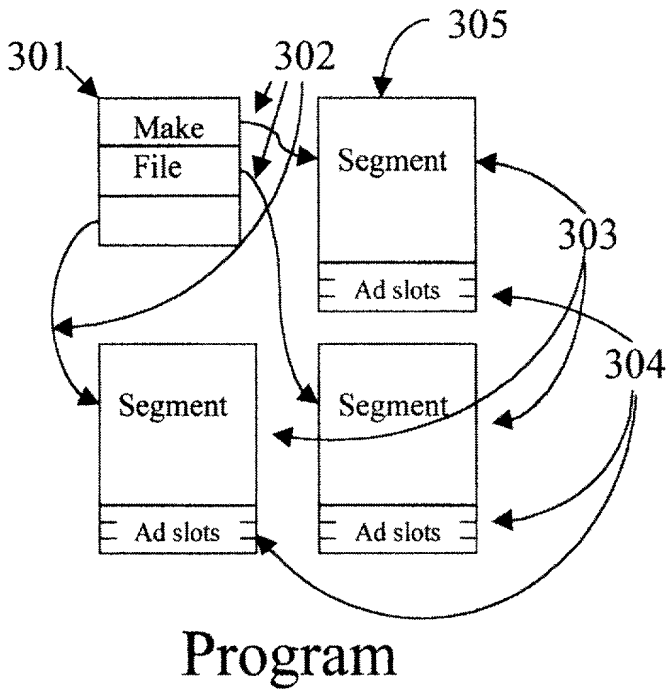
301
302
305
Make
File
Segment
303
Ad slots
304
Segment
Segment
Ad slots
Ad slots
Program

Figure 3

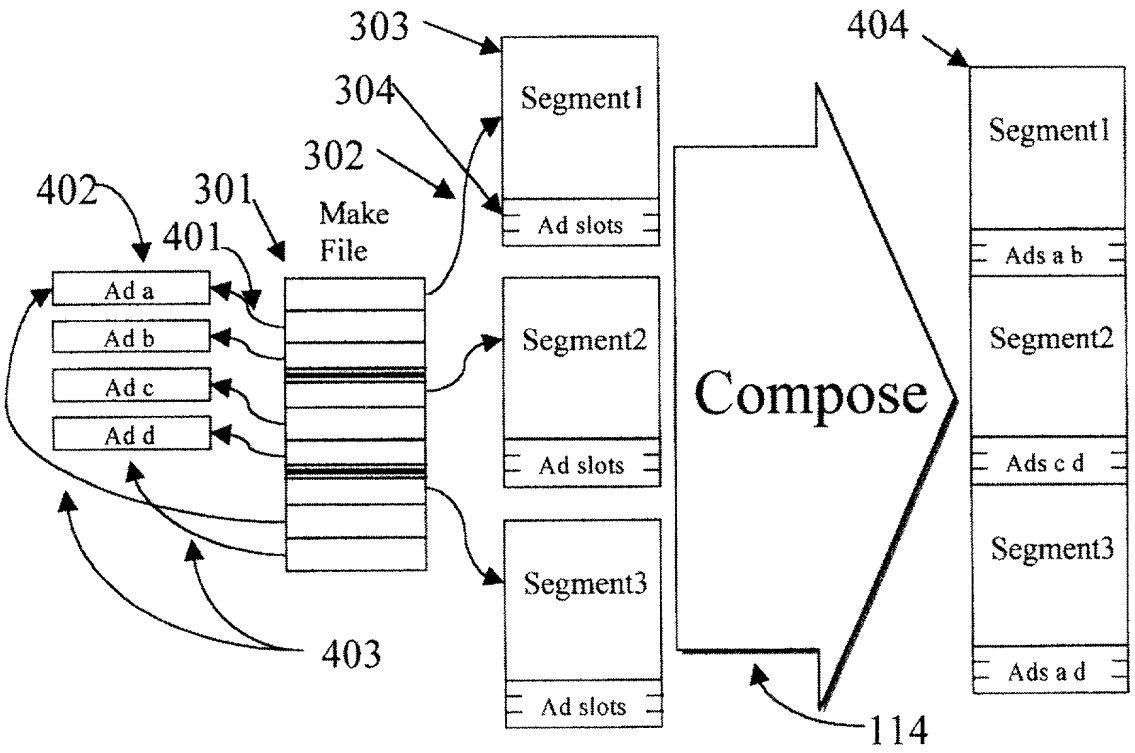
303
304
302
402
301
401
Make
File
Ad a
Ad b
Ad c
Ad d
Segment1
Ad slots
Segment2
Ad slots
Segment3
Ad slots
403
Compose
404
Segment1
Ads a b
Segment2
Ads c d
Segment3
Ads a d
114

Figure 4

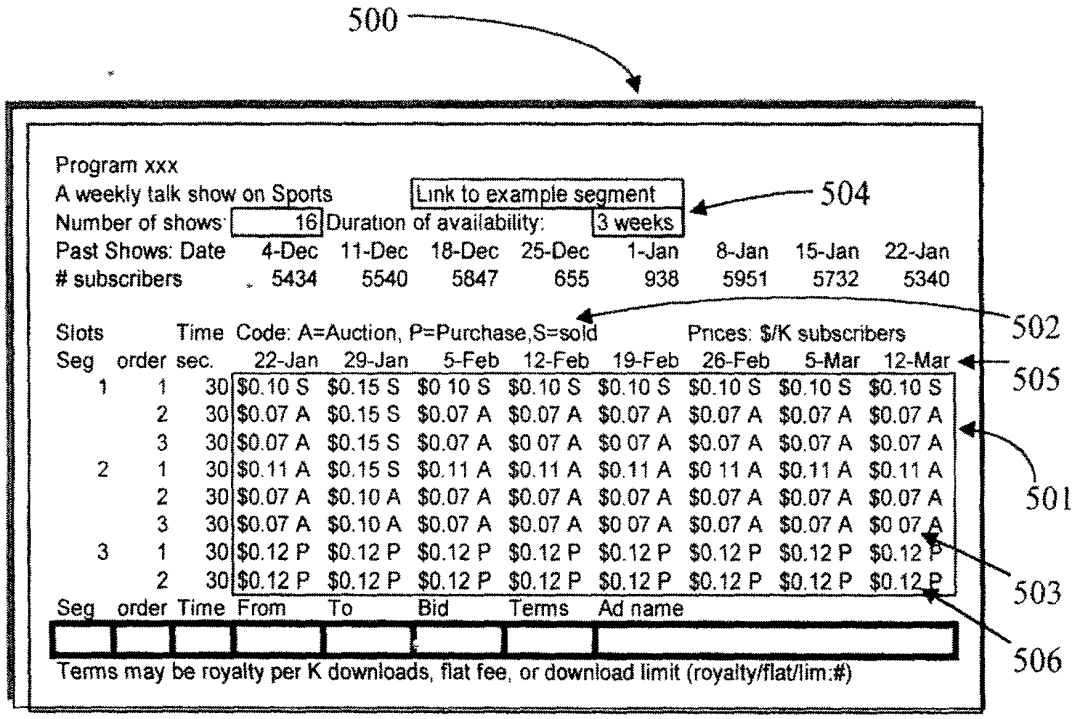
500
Program xxx
A weekly talk show on Sports
Link to example segment
504
Number of shows 16 Duration of availability: 3 weeks
Past Shows: Date 4-Dec 11-Dec 18-Dec 25-Dec 1-Jan 8-Jan 15-Jan 22-Jan
subscribers 5434 5540 5847 655 938 5951 5732 5340
502
Slots Time Code: A=Auction, P=Purchase,S=sold Prices: $/K subscribers
Seg order sec. 22-Jan 29-Jan 5-Feb 12-Feb 19-Feb 26-Feb 5-Mar 12-Mar
505
1 1 30 $0.10 S $0.15 S $0 10 S $0.10 S $0.10 S $0.10 S $0.10 S $0.10 S
2 30 $0.07 A $0.15 S $0.07 A $0.07 A $0.07 A $0.07 A $0.07 A $0.07 A
3 30 $0.07 A $0.15 S $0.07 A $0 07 A $0 07 A $0.07 A $0.07 A $0.07 A
2 1 30 $0.11 A $0.15 S $0.11 A $0.11 A $0.11 A $0 11 A $0.11 A $0.11 A
2 30 $0.07 A $0.10 A $0.07 A $0.07 A $0.07 A $0.07 A $0.07 A $0.07 A
3 30 $0.07 A $0.10 A $0.07 A $0.07 A $0 07 A $0.07 A $0.07 A $0 07 A
501
3 1 30 $0.12 P $0.12 P $0.12 P $0.12 P $0.12 P $0.12 P $0.12 P $0.12 P
2 30 $0.12 P $0.12 P $0.12 P $0.12 P $0.12 P $0.12 P $0.12 P $0.12 P
503
Seg order Time From To Bid Terms Ad name
506
Terms may be royalty per K downloads, flat fee, or download limit (royalty/flat/lim:#)

Figure 5